



REQUIRED EXPERIENCE FOR HEALTHY CAREERS

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Please FAX or E-MAIL your corrections. If faxing, fax ONLY pages with edits. THANKS!

FROM: Debbie Chingas Sandke, Art Director, *HBA Bulletin*

DATE: Wednesday, July 13, 2005

PAGES: 13 pages, including this cover sheet

RE: *HBA Bulletin*, July/August 2005 issue FINAL proof pages

REMARKS: The following **FINAL** pages are for your review. This is your final opportunity to help us find any typos in this issue of the *HBA Bulletin*.

In order to stay on schedule, we MUST receive any edits from you by:

end of day, FRIDAY, July 15, 2005, or earlier

If I do not hear from you (and please try to let me know if you have received this proof and if you do or do not have corrections), I will assume you have no changes and the issue will go to the printer.

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Thanks again for all your help with this issue!

HBA BULLETIN

THE NEWSLETTER OF THE HEALTHCARE BUSINESSWOMEN'S ASSOCIATION *Required Experience for Healthy Careers* JULY/AUGUST 2005

HBA Leaders Hold Strategic Retreat; Examine Role of the HBA in Improving Industry Image

Margaret Gardner

HBA Bulletin Co-Editor; President, Global Medical Communications LLC

The HBA National Board of Directors and Advisory Board members met June 13, 2005 in New York City for the annual advisory board retreat. Each year, the HBA leadership proactively discusses broad strategic issues that impact the ability of the HBA to achieve its stated mission. HBA President **Barbara Pritchard**, President, The Pritchard Group & Intermedica, Inc. and President-Elect **Debra Newton**, President, NewtonEdge, Inc., opened the meeting and focused on the HBA's role in improving the image of the pharma/biotech industry and on activities necessary to develop the next generation of women leaders.



Opening the meeting were HBA President-Elect **DEBRA NEWTON** (left), NewtonEdge, Inc., with HBA President **BARBARA PRITCHARD**, The Pritchard Group & Intermedica, Inc.

Where is the HBA Today?

A number of initiatives recommended during the 2004 Advisory Board retreat have been implemented. Most importantly, the structure of the HBA has been significantly changed to reflect the addition of national chapters. The organization now consists of seven chapters, one affiliate, and two prospective affiliates (prospective affiliates and affiliates become full chapters after meeting pre-defined criteria regarding number of members and availability of business plans). Strategic guidance and support to the chapters

and corporate members is provided through the National Board, which directs national programs and gives structural and cross-functional support (marketing, communications, research, public affairs) to the chapters. The national board also provides coordination and consistency across the chapters, assists with experience transfer and transition as chapters are formed and grow, and protects the HBA image.

"Women in Science," initiated by the Boston Chapter, is the HBA's first formalized effort to better meet the needs on the non-commercial side of the industry. The goal is to help scientists gain greater visibility for their accomplishments. Programs developed under this initiative will be piloted in Boston and then expanded to other chapters.

Three initiatives are aimed at growing and better serving
turn to STRATEGIC RETREAT on page 2

Britta Herlitz Leaves Big Shoes to Fill New Editorial Team Steps In

Rosemary Azzaro

Marketing Communications Consultant

The HBA sends out a big "thank you" to **Britta Herlitz**, Principal, Herlitz HealthCare, who leaves her post as Editor of the *HBA Bulletin* after many years of service. Since becoming a Co-Editor of the *Bulletin* in 1999 and Editor in 2001, Herlitz has managed the HBA's primary print vehicle through several important transitions: two redesigns, the loss of a

co-editor, organizational expansion with chapter news, the integration of the website, and a dynamically growing HBA. Her top-notch service to the HBA was recognized in 2001 when she was named "HBA Star Volunteer."

A flexible and multitalented woman,



MARGARET GARDNER (left), Global Medical Communications, LLC, and **CAROL SARDINHA** (right), Bimark Medical Communications, our new *HBA Bulletin* Co-Editors.



IN 2001, **BRITTA HERLITZ** (left), Herlitz HealthCare, was presented with the 2001 Star Volunteer Award from then HBA President, **SYLVIA REITMAN**.

Herlitz also has steered through life transitions. She is the mom of two boys under the
turn to NEW EDITORIAL TEAM on page 11

HBA BULLETIN

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NOMINATING—Daria O. Blackwell

PROMOTIONS

Newsletter—Margaret Gardner and Carol Sardinha

Marketing—Angela Kemp

Web Site—Debra L. Newton

PUBLIC RELATIONS—Donna Ramer

STRATEGIC PLANNING—Tamar Howson

WOTY—Daria O. Blackwell and Debra L. Newton



STRATEGIC RETREAT *from page 1*

the needs of members. A task force is in place to address interest expressed from European women and companies to form local HBA chapters, and to determine the impact on the HBA organization as a whole in expanding outside the United States. A steering committee is evaluating the interests of the over 300 HBA members who live or work in the Philadelphia area whose needs for local meetings are not fully met by either the Metro or Mid-Atlantic Chapters. And, a group is exploring how the HBA can provide educational, mentoring and networking activities for employees who do not work at corporate or regional offices.

Finally, a number of research initiatives are ongoing to follow the state of women in healthcare and monitor member satisfaction.

The HBA Going Forward

During the meeting, the group focused on two critically important issues: "Developing the Next Generation of Women Leaders" and "The Image of Biotech and Pharma Industries and HBA's Role in Improving Industry Image."



Panel discussants (from left) HEATHER MASON, Abbott Laboratories; CAROL AMMON, Endo Pharmaceuticals; DAVID EPSTEIN, Novartis Pharmaceuticals Corporation; and panel moderator TAMAR HOWSON (far right), Bristol-Myers Squibb Company.

A panel discussion laid the foundation for exploring options to develop future leaders. The panel, moderated by **Tamar Howson**,

Metro Chapter Volunteers Honored at Evening Event

Carol Sardinha

Bimark Medical Communications,
HBA Bulletin Co-Editor

NEWARK, NJ—Approximately 50 Metro Chapter volunteers received HBA certificates of appreciation and were treated to an evening of food, fun, and friends during a special event, HBA Metro Salutes Our Volunteers, held June 16 at The Newark Museum.

HBA Metro Chapter currently has more than 128 volunteers out of a total membership of more than 1,400, said **Stephanie Phillips**, President, Project House, and HBA Managing Director of Development.

One reason so many HBA members volunteer is because they value what they get out of the experience, Phillips said. "The HBA turned me from a nerd into a party doll," quipped Phillips, who said volunteering with the HBA helped her evolve from being an introverted scientist into an event planner, fundraiser, and membership development coordinator—roles she would never have otherwise envisioned for herself.

Other HBA volunteers and committee heads shared similar personal stories or ex-

amples of how their volunteer efforts have improved the organization. **Jean Male**, President and CEO, Emp-Higher Performance Development and Chair of the Welcome Program Committee, delivered a poignant narrative on how volunteers on her committee have had a positive impact in helping new HBA members feel welcome, empowered, and connected with other women in the organization — all important parts of the HBA's values and mission.

The evening also included time for networking, an opportunity to meet face-to-face with other HBA volunteers, and a special VIP tour of the Newark Museum's historic Ballantine House and special exhibits.

The Metro Chapter extends a special thanks to the following organizations for their generous support of the event: CVS, Project House, Inc., VisionFirst, and Wel-ter & Kreutz Printing Co. ■

LOOKING FOR A NEW MEMBER?

For a complete list of new HBA members throughout the country, visit www.hbanet.org

SVP, Bristol-Myers Squibb Company, shared the views of panelists **Carol Ammon**, Chairman & CEO, Endo Pharmaceuticals, **David Epstein**, President, Novartis Oncology, Novartis Pharmaceuticals Corporation, and **Heather Mason**, VP, Pharma Specialty Operations, Abbott Laboratories. Their thoughts and opinions were further explored in an afternoon breakout session. There was general agreement that focusing on several key areas would help develop high potential women including understanding the numbers (P&L), developing executive presence, maneuvering politics, establishing a strong informal network and understanding the roles and sacrifices of being involved in line management.

Discussion of the image of the industry and the HBA's role in shaping that image was kicked-off by an inspiring lunchtime keynote address by **Billy Tauzin**, President and CEO of the Pharmaceutical Research and Manufacturers of America (PhRMA). Small group discussion followed his presentation. Several recommendations developed from these groups: 1) the HBA should be involved in the efforts to improve industry image, but should do so within the boundaries of the Association's mission; 2) the HBA can leverage the power of the chapters, affiliates and members to disseminate a clear, positive message about our industry; 3) the HBA can become involved through member education and through developing speakers who could serve as HBA/industry ambassadors. However, several areas of caution were noted. If the Association becomes involved in this effort, care will have to be taken to balance this effort with other HBA priorities, and to be conscious of overstepping the Association's boundaries by becoming involved with issues that may be sensitive to corporate and individual members.

Break-out groups also discussed ways to better serve distance employees and to expand and retain members.

Recommendations from the advisory board retreat will be evaluated by the National Board over the next several months and will determine which recommendations will be implemented in the coming year. ■

HBA Online Member Database Now Live

Debra L. Newton

NewtonEdge, Inc., and HBA President-Elect

As an HBA member, you can now enjoy one-stop-shopping for all of your HBA administrative needs through the HBA Online Member Database. There are many benefits to this new service, which will allow you to:

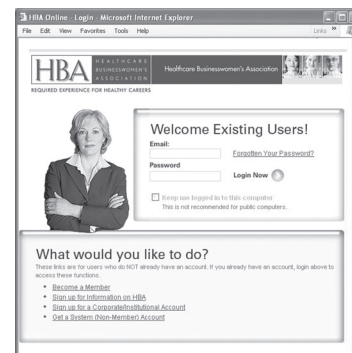
- access a searchable membership directory, 24/7.
- update and manage your personal HBA profile whenever you have changes.
- instantly register for events and receive immediate payment and enrollment confirmation, without calling the HBA office.
- easily renew your membership online, without filling out lengthy forms.

Using the latest web technologies, the HBA is now able to provide more efficient membership, event, and communication to its members, directors and administrators. The database, for the exclusive use of HBA members, has been developed to prohibit improper use of members' information, including supplier solicitation.

Online event registration for chapters will be phased in as the chapters begin to use this new feature. Until chapter events are established in the new system, registration will be available through previously utilized methods.

Thanks to all the HBA members who have worked so hard to take this system live, including my team at NewtonEdge who championed the HBA Online Member Database and worked with ARC Solutions and The Charles Group to bring this custom solution to life.

To access the HBA Online Database, you will need to enter your email address and a password. All HBA members received an email on June 16, 2005 with an overview of this new resource. The password was included in that email. Missed the e-mail? Call the HBA national office at (973) 575-0606, ext. 209 for assistance. ■



Metro Chapter Board Member's Company Wins Best New Business Award

ENGLEWOOD, NJ—JBK Associates, Inc., an executive recruitment firm founded by Metro Chapter's Co-Director of Programs **Julie Kampf**, was named Best New Company in the third annual American Business Awards, the first national business awards program honoring great performances in the workplace. More than 1,200 nominations from companies of all sizes and in virtually every industry were submitted for consideration in more than 40 categories.

"Being honored for building a company and doing what I love truly is icing on the cake," Kampf said upon being chosen for the award. Her firm specializes in retained executive searches in the

healthcare and consumer products industries.

"Being involved in the HBA has opened many doors as I've been building my business, but equally important are the personal relationships I've developed," said Kampf, who says she was drawn to the HBA largely because of its robust, "can do" attitude. "It's been an amazing experience," she said. ■



Metro Chapter's JULIE KAMPF receiving Best New Company Business Award from ALI VELSHI, host of The TurnAround, CNN's small business improvement program.

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POSITION OFFERED

COLUMBIA MEDCOM GROUP, an employee owned company, is a successful medical communications firm. The company is comprised of two subsidiaries, Medalliance and INNOVIA Education Institute. Medalliance's mission is to provide a full range of medical marketing services while INNOVIA focuses on developing, managing and accrediting educational programs for physicians and other healthcare professionals. You'll enjoy support, teamwork and opportunities for professional and financial growth when you join us as an Account Executive. As an Account Execu-

tive you will identify and pursue sales opportunities and convert the opportunities into completed sales in alignment with the service focus of Columbia MedCom Group. These sales and contracts will be with current accounts (products), new accounts with existing pharmaceutical clients, and new accounts with new pharmaceutical (and related) clients. Ideal candidates will have previous experience and success selling services, knowledge of pharmaceutical and healthcare industry, existing contacts in product management and marketing at relevant organizations as well as the ability to network, including cold calling, to create new business opportunities that target pharmaceutical clients. To learn more about additional positions offered, please visit our website: www.columbiamedcomgroup.com. Columbia MedCom Group is an employee owned company that offers a competitive compensation package and comprehensive benefits as well as advancement opportunities. For immediate consideration, please e-mail your resume to: lfricke@columbiamedcomgroup.com

POSITION OFFERED

THE ZITTER GROUP Seeking: Director/VP Business Development This individual will be responsible for business development and sales, and (ideally) will be based in our Millburn, NJ office. Candidate must have a track record of success selling to biopharmaceutical marketers. Experience with managed markets or selling to managed market brand and channel managers is strongly preferred. For more information and to apply for this position, please visit www.zitter.com/careers. Contact: jobs@zitter.com

POSITION OFFERED

MANAGER, ORGANIZATIONAL EFFECTIVENESS LOCATION: Roseland, NJ POSITION: We are currently looking for a Manager, Organizational Effectiveness in our Roseland, NJ Office. BASIC FUNCTION: To research, analyze, recommend and support the delivery of high impact organizational effectiveness programs related to performance management, succession planning, career development, talent management and other Human Resources related activities. REQUIREMENTS: 1. Typically requires a Bachelor's degree with eight (8) years' relevant experience, a minimum of five (5) years which must be pharmaceutical industry experience. 2. Strong consultative skills; ability to influence others and work effectively with senior management. 3. Strong presentation and facilitation skills. 4. Excellent communication and interpersonal skills. 5. Strong project management experience ORGANON PHARMACEUTICALS IS AN EQUAL OPPORTUNITY EMPLOYER CONTACT: Eric Nunes, Organon Pharmaceuticals T: 973-324-6941 e.nunes@organonusa.com

POSITION OFFERED

SENIOR ACCOUNTANT LOCATION: Roseland, NJ POSITION: We are currently seeking a senior accountant in our Roseland, NJ location. The incumbent will perform the necessary accounting activities required to accomplish assigned responsibilities in an accurate and timely fashion. The

incumbent must be familiar with a variety of the field's concepts, practices and procedures, relies on extensive experience and judgment to plan and accomplish goals, and performs a variety of tasks. A wide degree of creativity and latitude is expected. The incumbent will serve as a team lead for less experienced accountants. PRINCIPAL RESPONSIBILITIES Accounting and Reporting Responsibilities: 1. Evaluate, record, reconcile and review items charged through Akzo Nobel clearing account. 2. Prepare and review monthly, quarterly and year end financial and managerial reporting packages, and respond to related inquiries. 3. Summarize, analyze and review rebate activity and assist in determination of related sales adjustments. 4. Analyze assigned accounts and journal all reconciling items. 5. Support general ledger integrity by tracking and recording financial transactions and assisting with maintenance of the general ledger including chart of accounts. 6. Assist in review of journal entries, account analyses, development or update of SOPs and more. 7. Assist with maintenance of financial system(s) and act as a contact for ISD in problem resolution. QUALIFICATIONS: 1. Typically requires a Bachelor's degree in Accounting or Finance; accounting certification(s) such as CPA preferred with six to eight years (6-8) years relevant experience. 2. Knowledgeable in personal computer and financial software applications. ORGANON PHARMACEUTICALS IS AN EQUAL OPPORTUNITY EMPLOYER CONTACT: Eric Nunes, Organon Pharmaceuticals T: 973-324-6941 e.nunes@organonusa.com

POSITION OFFERED

DIRECTOR, COMMERCIAL ANALYSIS LOCATION: Roseland, NJ BASIC FUNCTION To provide the Executive Leadership Team and Marketing & Sales Management with decision support regarding Product Selling Strategies, Market and Business Modeling, Customer Analysis, Product Performance Management and Promotional Effort Analysis. QUALIFICATIONS 1. Typically requires an MBA and at least a total of ten (10) years or more experience in Healthcare, Pharmaceutical or Consulting Environment in the field of Sales, Marketing and/or Business Development. Combination of the above fields is preferred. Minimum of three (3) years proven management experience. 2. Proven capabilities in strategic thinking, business orientation, quantitative and qualitative analysis and problem solving. 3. Clear understanding of the pharmaceutical development and commercialization process. 4. High degree of creativity in developing new approaches and methodologies including modeling experience. 5. Extensive knowledge of IMS and NDC data as well as other third party data. 6. Clear understanding of primary and secondary market research. 7. Expert project and time management ability, and process management skills. 8. Ability to independently manage complex workload. 9. Independent judgment, excellent interpersonal skills, ability to set and manage priorities, insights in identifying strategic and tactical needs and flexibility in a variety of situations. 10. High level of energy, enthusiasm and commitment. 11. Good written and verbal communication skills. ORGANON PHARMACEUTICALS IS AN EQUAL OPPORTUNITY EMPLOYER Eric Nunes, Organon Pharmaceuticals T: 973-324-6941 e.nunes@organonusa.com

HBA CALENDAR OF EVENTS

SEPTEMBER 15TH

CHICAGO CHAPTER Dinner program

How to grow a Backbone

Author Susan Marshall

6:00 PM

Deerfield Hyatt

SEPTEMBER 15, 2005

METRO CHAPTER Evening Seminar

Details to follow

5:30 - 8:15 PM

Pfizer Inc, New York, NY

THURSDAY, SEPTEMBER 22

MIDATLANTIC

How to Transition After Mergers

Baltimore, MD

Speaker: Catherine Angell Sohn, PharmD,
GlaxoSmithKline Consumer Healthcare and
2003 HBA Women of the Year

OCTOBER 7, 2005

CHICAGO CHAPTER Neiman Marcus, Northbrook Breakfast fashion show

8:30am to 10:30am

A portion of proceeds will go to the local Chicago
Y- Me breast Cancer Foundation

NOVEMBER 7 & 8, 2005

NATIONAL HBA Leadership Conference

Renaissance Harborplace Hotel

Baltimore, MD

NOVEMBER 15TH

CHICAGO CHAPTER Dinner program

Executive panel of not for profit institutions with
a Holiday Boutique

A portion of the proceeds will go to charity

6:00 PM

Deerfield Hyatt

For additional details and the most
current information, go to

www.hbanet.org

**Strategem Ad
Repeat Jan/Feb 2005**

SKILLS FOR SUCCESS

Whatever your current career position, you aspire to greater responsibility. Whatever your current skills, you must sharpen and expand them to achieve your next targeted level of accomplishment.

Notes from the Diary of an Avid HBA Volunteer

Britta Herlitz

President, Herlitz HealthCare:
A Communications Co
Outgoing Editor, *HBA Bulletin*

This is my last issue as Editor of the *HBA Bulletin*, but it will not be my last moment of active interest in this publication or in the Association which has contributed so much to this industry and to the professional lives of thousands of women in healthcare. Being an HBA volunteer has taught me a lot. It has, in fact, given me “required experience for a healthy career.” In keeping with the HBA’s mission of furthering the advancement of women in the healthcare industry, I’d like to share some of the wisdom I’ve gained as an HBA volunteer since 1997, when I started as Promotions Committee Chair.

- **Getting Involved is Easy:** The HBA welcomes all those eager to contribute. Pick up the phone, reach out to a committee chair and take advantage of the opportunity to mix, mingle, work with and learn from the best.
- **Volunteerism is Fun, but it’s a Job:** Think of this as a “volunteer career” instead of as “just a volunteer thing.” Diminishing the importance of your volunteer work will naturally diminish your commitment to it and could even detract from your professional reputation if you do a lackluster job. Commit to excellence in your volunteer career just as you have in your profession.
- **Do More, Get More (but don’t over promise):** The more you put into your volunteer career, the more you’ll get out of it (and the more things you’ll be asked to do!) So, go for it but be REALISTIC about what you can do and don’t over promise.

- **Seize the Opportunity to Network and Mentor:** Volunteering with the HBA allowed me to meet many women with great insight, experience and high-level connections. I used these wisely and well. Don’t abuse the privilege, but do recognize it. You can give back by mentoring those individuals who seek *your* help and guidance.
- **Vive la Difference!** Just as in business, your volunteer encounters can be rife with personality differences and politics (not all bad). Remember this rule of thumb: Don’t take it personally; do take it professionally. Behave appropriately rather than emotionally (try not to “vent”). Respond in a way that best supports the organization as a whole and, rather than stressing about them, enjoy the differences you find and learn from the discussions.
- **Respect the Hierarchy:** Any well run volunteer group has a defined hierarchy. Respect the chain of command. Don’t circumvent it because it is a volunteer-based group.
- **Teamwork is the Only Way:** Acting as a mutually supportive teammate, rather than holding too tightly to your volunteer turf is more productive and fun in the long-run. Just as in business, shortsightedness and a closed mind lead to deadlock, squash productivity and put a damper on the creative, giving, eager spirit that fuels most volunteers.
- **Recognize Burnout and Speak Up:** Volunteer burnout is very common. Don’t despair. Decide what you need to do to re-energize (get help; switch committees; take a break...) and then act on it via the appropriate channels.
- **Moving on Doesn’t Mean Moving Out:** Even if you decide to stop

volunteering for a while, try to remain at least peripherally involved/supportive.

- **Transition in a Professional Manner:** Again, think of this as a career—don’t just leave without a clear transition plan and support for your successor.
- **Enjoy the Best Times:** Some of my favorite memories are from working with the HBA... the opportunity to interview such amazing women as WOTY winners **Tamar Howson, Myrtle Potter, and Carrie Cox**; to learn from such incredible HBA Presidents as **Sharon Callahan, Charlene Prounis, Jean Sharp** (who is a mentor and who is responsible for getting me involved with the HBA), **Sylvia Reitman, Mary Cobb, Nancy Larsen, Teri Cox** (another mentor), **Daria Blackwell and Barbara Pritchard**—all who have different styles but who brought uniquely valuable strengths to the Association as a whole and to me as one of its volunteers. What I learned from these women has affected who I am as a person and a professional—for the better! I have also made life-long friends and forged alliances with new colleagues, including the HBA’s Director of Marketing and Communications, **Ilyssa Levins**, the *Bulletin’s* new Co-Editors **Carol Sardinha and Margaret Gardner**, Contributing Editors **Kim Rowe and Wendy Hauser**, Art Director **DeborahAnne Chingas Sandke**, Managing Editor and Past HBA President, **Joanne Tanzi**, my former Co-Editor, **Rosemary Azzaro** and Executive Director, **Carol Davis-Grossman** and her team at The Charles Group. Finally, I have connected with you, our readers. I hope the relationship has been mutually beneficial. ■

Quality Data Services NEW

Pharmaceutical Industry Image Discussed at May Evening Seminar

ATLANTA, GA—Atlanta Chapter members and their guests heard from key pharmaceutical and medical device industry executives on improving the pharmaceutical industry's image during the May 17th evening seminar, "A Panel Discussion on Roles in the Pharmaceutical Industry," hosted by Solvay Pharmaceuticals.

Nadine Craig, SVP of Government and Business Affairs at UCB Pharma, served as moderator. Panelists included: **Kevin Guthrie**, VP of US Commercial Operations, Neuroscience for Solvay; **Patricia Fritz**, RAC, VP Global Regulatory Affairs at UCB Pharma; and **Jeanne Marie**, Senior Director of Sales & Marketing for Novoste.

The panel discussion touched on a number of emerging areas and concerns, including what changes are occurring in the industry, how these impact certain functional areas within organizations, and what the future may hold. But as the highly interactive discussion unfolded, the issue of how to restore the industry's image quickly took center stage.

Here are some of the key points raised during the discussion by both panelists and audience members.

- Education is critical in restoring the industry's image. Efforts should be made to help educate the public on the complexities of drugs and drug development, including the risks and benefits of drugs.
- Educational efforts should also focus on all employees within the industry. These employees should be prepared at the "grass roots" level to respond to questions and criticisms concerning the industry that they may receive at social and family functions. Leveraging the power of all employees is important to achieve "little wins" over time.
- More needs to be done to emphasize the good things the pharmaceutical industry does, including

making a positive difference in people's lives. Pharma should consider publicizing human interest stories about individuals who have greatly benefited from different medicines. This would help people

better understand the important positive contributions the industry has made to society.

- The industry should work harder to find solutions to increase access to needed medicines by those who cannot afford them.

Given the ongoing interest in this topic, the Atlanta Chapter plans to hold future events focusing exclusively on this issue. ■

Cancer Survivor's Story Inspires Mid-Atlantic HBA Members to Scale New Heights

Charlotte Pelliccia

WILMINGTON, DE—Nearly 160 Mid-Atlantic Chapter members and guests turned out on June 7 to hear from nationally recognized, motivational speaker **Toben Anderson**, as she delivered an inspirational and instructional seminar, "Methods for Embracing Change and Adopting a Success Perspective" at AstraZeneca Pharmaceuticals LP, in Wilmington, DE.

Diagnosed with breast cancer in 1994, Anderson was suddenly wrenched from corporate life and plunged into the foreign world of cancer survival. After beating cancer, she decided to throw herself into more uncharted territory—high-altitude mountaineering. For Anderson, cheating death became a metaphor for getting the most out of life and achieving goals that had previously seemed impossible.

Indeed, Anderson succeeded in attaining bold, new heights, eventually becoming the second Canadian woman to reach the summit of Mount Vinson Massif, the highest mountain in Antarctica. Her goal in embarking on this ambitious feat: to raise awareness for cancer research and to inspire others to boldly chase their own dreams.

Anderson drew upon her unique and inspiring experiences to show HBA members how they, too, can thrive, even through the toughest challenges. Audience members were riveted as Anderson shared her advice

on how they can re-discover a passion for work, walk boldly into new challenges, and discover the heroine within by adopting a "success perspective" and methodology for embracing change.

The Mid-Atlantic Chapter extends special thanks to the following individuals: **Penny Stoker**, VP of Human Resources at AstraZeneca, who gave welcoming remarks; **Susan Torroella**, CEO of Columbia MedCom Group and HBA Mid-Atlantic Chapter President/Founder, who gave opening remarks; **David Nicoli**, AstraZeneca's VP of Communications and External Relations, who introduced Ms. Anderson; and **Kathy Monday**, VP, Customer and Technical Operations, AstraZeneca and HBA Mid-Atlantic Chapter board member, for delivering closing remarks. Special thanks also go to Laurel Marketing & Design, Global Meeting Partners, Mount Vernon Printing Company, Columbia MedCom Group and AstraZeneca Pharmaceuticals LP, for their generous support of the program.

Mid-Atlantic Chapter Appoints New Board Members

Nazma Muhammad-Rosado, MedImmune, Inc. has been named Co-Director of Programming, serving alongside **Kay Chitale**, FDA. **Jann Keenan**, The Keenan Group, Inc. has been named Co-Director of Membership, sharing responsibilities with **Carmen Johnson**, Columbia MedCom Group. ■

Women in Science Discover Business Challenges Inherent in Drug Discovery and Development

Asli Memisoglu

CAMBRIDGE, MA—The Women in Science (WIS) division of the HBA's Boston Chapter continued its mission to support the careers of women in scientific roles by holding its fourth event on June 2, "From Molecule to Drug Launch." This sold-out seminar and networking event, sponsored by Transkaryotic Therapies, Inc. (TKT) and held at their corporate headquarters, attracted more than 110 professionals from around the United States.

Suzanne Bruhn, PhD, VP, Regulatory Affairs, TKT, noted that her company has made a number of important contributions in drug discovery relating to rare diseases, and currently has one of the few treatments available for individuals suffering from Fabry disease, a rare lysosomal storage disorder. Dr. Bruhn also touched upon the unique challenges associated with discovering, developing and commercializing treatments for rare diseases—setting the stage for the topic to be explored in more detail by the evening's two main speakers, **Katherine Turner,**

PhD, VP, Validation Biology, Biogen Idec, Inc., and **Abbie Celniker, PhD**, SVP, R&D Strategy and Operations, Millennium Pharmaceuticals, Inc. Dr. Turner and Dr. Celniker provided overviews of the drug discovery and development processes before addressing the business challenges inherent in bringing new drugs to market.

Dr. Celniker underscored the importance of commercial influence in the latter stages of drug development, but also emphasized that innovation, culture and

policy must also come together to ensure success and maintain a rich pipeline. Dr. Turner said it is critical to effectively manage the process of discovery and enunciate and test hypotheses early in the research process. Both Drs. Turner and Celniker agreed that due to the high cost of drug discovery and development, industry success rests largely on the ability to "fail fast," or terminate a failing project before expending limited resources.

Following the presentations, **Margaret Lee, PhD**, Committee Chair, WIS, Director, CombinatoRx, fielded questions from the audience and moderated the panel discussions.

Special thanks go to **Buket E. Grau**, Director, WIS, President, Kalypto, for providing opening remarks and a brief history of WIS and the HBA's Boston Chapter. ■

Cultivating Leaders: San Francisco Chapter Breakfast Seminar Focuses on Development from Within

Peggy DeMouthe

Dorland Global Healthcare Communications

SAN FRANCISCO, CA—Many executives have learned the same painful lesson that the San Francisco Giants baseball organization did recently. In 2004, team management traded young pitcher Joe Nathan to the Minnesota Twins, only to find that this season, he has blossomed into the league's leading closer. The lesson hit home recently when the Giants experienced first-hand how Nathan's new manager, Ron Gardenhire, helped him realize his full potential: The Giants lost a game in the 12th inning against the Twins, with Nathan picking up the win in relief.

Is there a budding superstar in your organization who might be looking for opportunities elsewhere—perhaps, even, with your competitors? Are you confident that you could recognize people with unique abilities? Most importantly, do you have what it takes to help these talented employees reach their full potential and take their places as leaders within your organization?

As a manager, you know that just acknowledging how people have contributed to your success isn't enough; you also have to be able to help them succeed. On July 21, San Francisco Chapter members heard first hand how to identify—and keep—the rising stars within their organizations at a breakfast seminar, "Cultivating Leaders: How to Identify, Mentor, and Develop Top Staff in Your Organization," hosted by Genentech, Inc. Senior executives from several healthcare companies shared their personal views and experiences as part of a panel discussion on how to identify and cultivate not just leadership, but *leaders*. The event followed the San Francisco Bay Area Chapter's successful March seminar on building personal alliances, and was part of an ongoing series of highly successful professional development events. ■

BOSTON'S WIS A POTENTIAL MODEL FOR NATIONAL HBA AFFINITY GROUPS

HBA President **BARBARA PRITCHARD**, President, The Pritchard Group & Intermedica, Inc., was on hand for the June 2 Boston Chapter Event, "From Molecule to Drug Launch." (see article above). In addition to providing the capacity audience with a national perspective of HBA, Pritchard shared her vision of developing more affinity groups such as Boston's WIS within HBA's national organization. Pritchard noted that due to the increasing success of HBA and the diversity of its members, affinity groups provide support tailored to specific specialty areas while still enabling women from various disciplines to share ideas and experiences across commercial and non-commercial areas of the biopharmaceutical industry.

Spring Programs Explore Women and Negotiation; Government-Industry Relations

Suzanne McDonald

Takeda Pharmaceuticals America, Inc.

CHICAGO, IL—Women don't negotiate enough! That was among the key messages Kellogg School of Graduate Management Professor **Victoria Medvec** presented to approximately 100 Chicago chapter members and guests during her provocative and eye-opening lecture,

"Strategizing to Win: Advancing Your Career," held on April 5. The event was supported by Abbott Laboratories Pharmaceutical Division.

Medvec believes that women's reticence to negotiate impacts many areas of women's professional and personal lives. These include pay levels, promotions, new opportunities, resources and staffing, and flexible work schedules. After sharing some specific ex-

amples that left attendees wide-eyed and ready to take action, Medvec led a spirited question and answer period, and engaged the audience in an empowering exercise. This hands-on experience the participants how to take the first step or position in a negotiation in order to obtain the things that can advance one's career. Participants left the event energized and determined to put the evening's lessons into practice in their next round of negotiations.

The solid spring line up for the Chicago Chapter HBA continued on April 21 with a seminar titled, "Government and the Health – Care Industry: A Dynamic Relationship," which featured keynote speakers **Connie Woodburn**, SRVP, Professional and Government Relations, Cardinal Health and **Elaine Leavenworth**, VP, Government Affairs, Abbott Laboratories. The event was supported by Cardinal Health.

Much of the dialogue centered on the government's current health care policies and outlook for the future, including budget issues. It was evident to all attending the near capacity event that both Woodburn and Leavenworth are leaders who have clear visions of what government's role in healthcare should be, and what responsibilities individuals should have for their own healthcare. The speakers issued the following call to action to attendees:

- Talk about the new Medicare prescription drug benefit and spread the word to help senior patients enroll.
- Make sure individuals without insurance who don't qualify for Medicare know they can obtain assistance purchasing their prescription medications by calling 1-888-4PPA-NOW.
- Emphasize to others the importance of maintaining our current national system, which ensures the safety of our medications.

The Chicago Chapter also wishes to thank the Swift Media Group for their excellent job in developing and coordinating these events, which continue to draw increasing numbers of area businesswomen. ■

Indiana Chapter Members Learn Techniques for Effective Networking

INDIANAPOLIS, IN—Getting to know individuals on a more personal level is one of the keys to effective networking. That was among the insights more than two dozen HBA members and guests gained by attending the Indiana Chapter's Power Networking Breakfast on June 16. The event was held at the Omni Severin Hotel in Indianapolis.

Networking is about finding shared interests, according to workshop speaker **Patty B. Prosser**, a managing partner at Career Consultants. "It's finding ways that (other people) can help you and how you can help them," said Prosser, who

der to network successfully, a skill that everyone should have both in and out of the office. "It's a wonderful way to connect with a person and get them to spend time with you. Most people love talking about their interests," Prosser said. "Women are particularly interested in forging relationships."

Prosser noted some of the problems people usually face with networking, such as time constraints and difficulty in starting a conversation. With suggestions from the audience, Prosser talked about each problem in order to explore possible solutions. She also offered advice on the difference between being pushy versus persistent.

The breakfast also consisted of exercises to practice effective networking, such as creating a personal mission statement and conversing with other women by using the phrase "How can I help you?"

"Stress 'nothing in return'," Prosser said. "Networking should be about making connections, real connections, in meaningful and beneficial ways. You really need to be able to get to know a person on a personal level."

Why else is networking important? "You can make some of the best and lasting relationships of your life," she said.

The Indiana Chapter would like to thank OiPartners/Career Consultants, Publicis and Moore Langen Printing for their support of the program. ■



Gathering before the HBA's "Power Networking" breakfast, the event's facilitator **Patty Prosser** from Career Consultants talks with HBA Indiana chapter president **TERESA PASCARELLI**, DCL Medical Laboratories; secretary **CHERYL ANDERSON**, Eli Lilly and Company; and director-at-large **KRISTA TURPIN**, VMS Medical.

drew upon her 23 years of professional experience — and her own personal experience — to illustrate the power of networking.

Prosser stressed the importance of making a connection with others in or-

NEW EDITORIAL TEAM *from page 1*

age of three. In addition to her family and the HBA, she also shares her time and talent with the International Rett Syndrome Association to raise both awareness and research grant money. Rett Syndrome (RS) is a neurological disorder that strikes approximately 1 in 10 infants (mostly girls) and presents with some similarities to autism (more information is found at www.rett Syndrome.org.) In January, Herlitz was named to its Board of Directors. We are grateful that she has chosen to share her thoughts on volunteerism in this issue's *Skills for Success* on page 6 before capping her pen.

Our Bulletin Team

Current *Bulletin* contributors **Carol Sardinha**, Director, Managed Markets Development, Bimark Medical Communications, and **Margaret Gardner**, President and Owner of Global Medical Communications LLC, are the new *Bulletin* Co-Editors. Neither are strangers to these pages as they have been long-time contributors of the *Bulletin's* writing staff. Sardinha kicked off this new year with a "Skills for Success" advising on implications of new Medicare prescription benefits. Sardinha will focus on Chapter News and Gardner will turn her attention to National News. Working right along with Sardinha and Gardner will be **Wendy Hauser**, Vice President of Communications, Grey Healthcare Group. Wendy will continue to bring her sharp editorial perspective and editor's pen to the *Bulletin* as a contributing editor. **Joanne Tanzi** of The Charles Group will continue to coordinate the production and distribution of the *Bulletin* as Managing Editor. ■

HBA ANNUAL LEADERSHIP CONFERENCE

This fall, the HBA hosts its Annual Leadership Conference **November 7 and 8** at the **Renaissance Harborplace Hotel** in **Baltimore, MD**.

The conference is comprised of a series of workshops over a variety of topics, such as leadership, diversity and personal growth. Visit www.hbanet.org for details and registration.

Career Development and Transitions Rank High on List of HBA RTP Affiliate Members' Program Wants

Patrice Ferriola, PhD, KZE PharmAssociates Medical Communications
Mary Margaret Armstrong, CMP, Professional Meeting Planners Network

RESEARCH TRIANGLE PARK, NC—What programs do HBA members want to see in the RTP, North Carolina area? What are women who are considering joining the HBA looking for in the new HBA RTP Affiliate? These and other questions were asked of the 167 attendees at the launch event of the HBA RTP affiliate on May 10, 2005.

Evaluations submitted by RTP affiliate launch event attendees describing their interests and expectations regarding the benefits and opportunities offered by the HBA provide the HBA RTP Board and Steering Committees with valuable insight into the goals and interests of the Affiliate's founding membership. Results of these evaluations will be used to shape the programs for the coming year. As of June 1, 2005, the RTP Affiliate is represented by 83 HBA members.

Attending the May 10 launch event were professionals from pharma, academia, biotech, and supporting companies. The evaluations were submitted following opening presentations by HBA President **Barbara Pritchard**, HBA Mid-Atlantic Chapter President **Susan Torroella**, and Founding President of the HBA RTP Affiliate **Nancy Wysenski**.

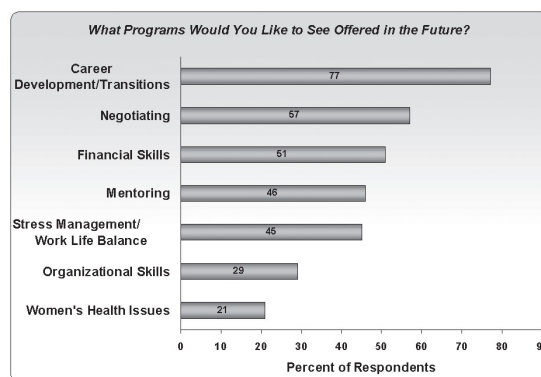
The chart (right) shows key results from the evaluations, including the fact that a large majority of RTP Affiliate respondents indicated they would like to see future programs focus on career development and career transitions. Other topic areas of interest included negotiating, financial skills, mentoring and stress/work-life balance.

The HBA RTP Affiliate was scheduled to address these interests at their July 19, 2005 program, "The Fine-Art of Self-Promotion—Getting Noticed, Getting Heard, Getting Credit and Getting Chosen," presented by **Jill Quist** of Quist Solutions.

Other findings of the evaluation include:

- 47% of the attendees responded that they were *not* informed about the HBA prior to attending the launch event; and
- an overwhelming 95% of respondents stated that the launch program met their expectations, which included learning about the purpose of the HBA and the benefits of membership, exploring the HBA as a medium for building relationships within the healthcare industry, and using the HBA as a resource for career networking.

For more information on upcoming RTP Affiliate events, visit www.HBA-RTP.org. ■



Survey results presented at the Research Triangle Park Affiliate's launch meeting showed high levels of member interest in programs addressing career and professional transition issues.

Vision for the Future: Managing the HBA's Growth

Barbara Pritchard
HBA President



It's time, once again, to evaluate our plan for the future because our growth on so many fronts has been continuous and ... *simply fantastic!* Today we have:

- record breaking membership;
- events that are charting new ground and are highly successful;
- new programs and tools

that are unique and exciting to provide greater value to corporate members;

- growing interest in starting new chapters nationally as well as internationally.

But to be successful over time, growth has to be monitored and well integrated. We must be careful to stay on mission and benchmark our progress. Therefore, we are holding a one day retreat of national and chapter leadership in July. Here are just some of the issues we will collectively be examining:

How do we maximize chapter efficiencies? How can we make the process of running chapters easier? How do we increase the value of our communications vehicles to individual members, to corporate members and to the chapters?

What elements of the HBA Operations Manual need updating, what needs to be added and what areas must be reinforced (such as business etiquette, use of membership lists and quality control of speakers)?

What aspects of organizational development need attention and what action plans need to be put in place (such as volunteer development, grooming future chapter and national board members)? Are we structured and staffed appropriately for today and our anticipated growth? What changes should be considered?

I look forward to sharing with you the recommendations and next steps that will result from this retreat.

2005 Advisory Board Meeting

Speaking of sharing new ideas, we held the annual Advisory Board Meeting in June (see cover story). This is always one of the year's most exciting and energizing events. This year's

meeting lived up to that reputation with thought-provoking panels, breakout sessions and an inspiring speech by **Billy Tauzin**, President and CEO of the Pharmaceutical Research and Manufacturers of America (PhRMA).

"We have to make some real changes in what we do and how we do it," said Tauzin. "And we have to do a better job of educating and communicating with the public." He went on to say that the industry has to provide greater transparency. "If an informed patient is an asset in their own treatment, we need to help educate people about new drugs, therapies and treatments." PhRMA has created a website to publish the results of clinical trials. They also are addressing concerns about DTC and appear to be urging the pharmaceutical companies to shift to a more educational style in their messages. Tauzin also spoke about building alliances with health plans, insurance providers, physicians and working more closely with the Generic Pharmaceutical Association (see related article on page 1). A special thanks to HBA National board members **Debra Newton** and **Tamar Howson**, who co-chaired the day.

Women in Science (WIS)

One of the best things about being president is the opportunity to meet new HBA members and participate in new groups. Women in Science (WIS) was initiated by the Boston Chapter in 2003. It is the HBA's first formalized effort to meet the needs of women in the non-commercial part of business. It grew from the recognition that women in healthcare, regardless of function, look to improve their effectiveness, connect with each other, share experiences and be recognized. Focus group research and competitive analysis validated this unfulfilled need that could be addressed under the HBA umbrella.

In June, WIS held its third evening seminar attended by more than 100 scientists from the Boston area. As word is getting out, there is interest in starting similar affinity groups within other chapters. The WIS Boston group is planning to sponsor WIS workshop at the Annual Leadership Conference in Baltimore in November. For more information, contact **Elizabeth Mutisya, MD**, HBA National 2nd Vice President, at emutisya@cephalon.com. ■

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